



FINAT 2018

The European Label Forum

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Programme 6 - 8 June

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[09.25]

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2018

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For the latest overview of participants we refer to the app and the separate attendees' list.

Participants

WELCOME ADDRESS



Dear Participants,

Welcome to Dublin, on the occasion of our 4th European Label Forum and FINAT's 60th annual conference overall! A special welcome to our first time attendees and our Young Managers Club members who are celebrating their 10th anniversary.

It has been a long time since FINAT crossed the North Sea, and as far as I know it is the first time that our event is taking place in Ireland. But in the current global environment of returning segregation and protectionism, we could not have found a more appropriate venue to celebrate 60 years of successful cross-border collaboration at our industry level.

After all, this year it was 20 years ago that the Good Friday Agreement brought peace to Ireland after decades of turbulence, just like the European Union once started as a 'peace project' after a century of wars on the European continent. Today, amidst the Brexit negotiations and growing populism elsewhere that are putting the 'European Project' at risk, the Irish border is a symbol of the thin line between reversal and progress on the geopolitical landscape.



The spirit of friendship, entrepreneurialism and joint innovation that has characterised the label community and FINAT continues to bring progress to our industry. In this spirit, the European Label Forum serves as our industry's annual Boardroom Retreat. By providing a platform for sharing and exchanging knowledge and experiences, we aim to facilitate industry and opinion leaders to address the issues that are on our international agenda for the coming years.

This year's programme includes a range of topics relevant to strategic decision making in your businesses and if you haven't done so yet, I encourage you to review this booklet or the conference app to make an informed choice for the parallel sessions on Thursday afternoon.

But of course the European Label Forum would not be complete without inspirational keynotes, peer-to-peer networking and the celebration of excellence demonstrated by the FINAT Award and I am convinced that this year's setting will provide just that.

I look forward to a great event!

Chris Ellison
FINAT President





Dear participant,

This is the 4th edition of the European Label Forum. When our annual conference after more than 50 editions changed its outfit in 2015, the FINAT Board had in mind to not only 're-brand' FINAT's keynote

event, the idea was also to reshape its value proposition, from an informative and networking event, to an interactive forum that addresses issues of direct relevance to members' business strategy, and in doing so inviting the leaders of this industry to engage themselves in dialogue and co-creation.

Now, after three years of implementation, perfection and refinement of the concept used in Amsterdam, we are gathered here in Dublin to discuss the challenges of change in our industry and quite specifically the event of Brexit and its potential impact on label industry in UK & Ireland.

The scope of ELF is to cover the whole aspect of self-adhesive label industry – we are focusing the programme content to be both inspirational as well as educational for as many of our members as possible.

We tried our best to put together an interesting programme going from high level aspect of political and macro-economic decisions impacting our industry, down to the question of generation change that is happening in many companies. Furthermore, we as the label industry need to find ways to attract and engage young talents to secure our industry's future, and to safeguard a continuous evolution and innovation.



The preparation of a conference programme is a long and iterative process that starts almost immediately after the preceding event and involves the collective thinking power of volunteers and professionals.

I would therefore like to take this opportunity to thank the following members who contributed their ideas and connections to the development of this year's programme: Chris Ellison, Matt Davies, Jakob Landberg, Vlad Sljapic, Chris Jones, Jules Lejeune, Bert van Loon and Jan Hasselblatt. And what would the ELF be without the professional support of the FINAT Office in The Hague. A special thanks to Jules, Jakovina, Elke, Stephanie, Mark, Cora and Selma who each played their part in ensuring a smooth planning and execution of an excellent programme.

I wish you a successful Forum!

Niklas Olsson
FINAT ELF Programme Committee Chairman



Thirty Eighth FINAT Label/Flexible Packaging Competition 2018

For the second year in succession, the judges congregated in the new FINAT offices in The Hague, which provides ideal conditions for examining the 263 labels submitted. The proximity of the internal administration department helped to ensure that we were able to complete the judging in just 4 days. This year, we were tasked with providing filmed comments and interviews which will be used in the restructured awards presentation ceremony during the ELF 2018.

The popularity of the FINAT label competition continues to attract in excess of 260 entries which is a slight drop compared with 2017. The number of companies entering stayed almost the same at 47 (46) and the number of countries entering increased by about 5% to 28.

This year, the judging panel included Steve Wood, Murat Sipahioglu and myself. We were joined by Mick De Reuver from Proud Design, an influential design agency based in Amsterdam, who supplied valuable insight on the design aspects of many of the entries. Again Connie White was instrumental in keeping the entries logged and in order and made sure that the winners in each category were correct before passing them to Jakovina for the final compilation of the nominated winning entries.

The results for 2018 include 86 Highly Commended certificates, 24 category award winners (5 joint), 5 group award winners and a Best in Show award. In the 5 categories it was impossible to separate the eventual winners so joint awards were made to recognise the high quality of the entries.

The Awards Ceremony will take on a new, more professional look this year with the category and group winners being recognised on stage with only the Group winners and Best in Show awards being presented. The Category winners will be presented with their awards after the main presentations have been completed. The Highly Commended certificates will be available during the ELF from the FINAT registration desk from Thursday morning until the end of the event. Awards and certificates for those companies unable to attend the ELF will be sent soon after the event

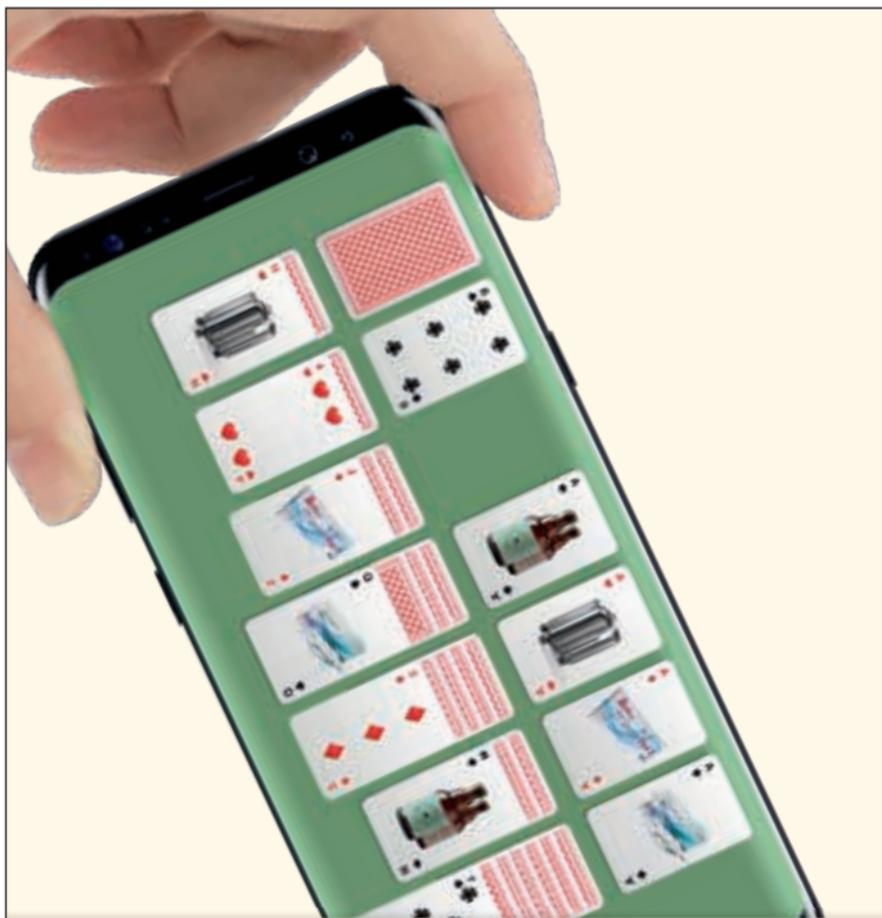


The FINAT winners of the World Label Awards competition 2017 which took place in Brussels just before Labelexpo Europe will also be presented during the main awards evening during the ELF on Wednesday evening 6th June.

Later in the year I will be selecting the best winning labels from the 2018 FINAT competition to represent FINAT at the international judging for the next World Label Awards competition which will take place on the day before Labelexpo Americas (Monday 24th September) in Chicago. The competition consists of 22 classes covering all the main label printing processes and a final selection of the 5 Best of the Best awards will complete the judging process.

The Best of the Best Awards 2017 will be presented during the Tarsus Global Awards evening in Chicago in September 2018.

Tony White
Chairman of Judges



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WEDNESDAY 6 JUNE 2018

- 08.00** **Departure FINAT - Nilpeter Golf Trophy (optional)**
Upon separate registration, FINAT members have the opportunity to compete in this prestigious tournament.
- 12.00** **Global Label Industry Awards 2018 judging (judges upon invitation only)**
- 12.30 – 16.30** **YMC Workshop Business Simulation Challenge (separate registration required)**
As a prelude to Sarah Sladek's presentation, this special workshop is designed to encourage future workforce development and challenge young (and older) managers to think about a modern, high tech and sustainable label industry. The workshop will also include a fun element that will see young versus old battle it out in a business simulation game. This experience enables participants to practice making tough, real-world business decisions in a risk-free environment, consider how business units contribute to the larger organization's goals, appreciate the impacts of pressures and challenges that senior leaders and buyers grapple with every day, discover the most important drivers of profitability for current and future customers, and feel more confident when making decisions, working as a team, and driving client impact.
- 13.30 - 16.30** **Arrival and registration delegates**
- 15.00** **Set-up Tabletop Exhibition**
- 16.30** **FINAT General Assembly 2018**
- 18.30** **Welcome cocktails and buffet**
- 18.30** **FINAT Tabletop Exhibition 2018 opens**
- 19.30** **FINAT Label Awards Ceremony 2018**
- 20.00** **Networking dinner**



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SESSION 1 OPENING KEYNOTE

09.00

Welcome address

Chris Ellison

(OPM Packaging and Labels, UK) President of FINAT.

09.15

“The Elephant in the Room”:

Brexit and its implications for EU/UK B2B relations

Alastair Campbell is a writer, TV commentator, author, and strategist best known for his role as former British, Prime Minister Tony Blair’s spokesman, press secretary and director of communications and strategy. Campbell was part of Blair’s core team that conducted the negotiations that led to the Good Friday Agreement in Northern Ireland, and he has been honoured by several Irish universities for his role in the peace process. Alastair Campbell is an extremely intelligent political consultant and campaigner. His political background and expertise in economic markets make him well-placed to discuss the future of Britain outside of Europe.

10.15 – 11.00

B2B & MEMBER-TO-MEMBER BREAK

- Coffee, B2B and M2M networking break
- Opportunity to visit the tabletop exhibition
- Establish or renew member-to-member contacts
- Meet with, discuss with and learn about latest innovations from top industry suppliers

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- 11.00** **Irish Market Review**
Gavin Killeen, Managing Director of Nuprint Technologies Ltd. in Derry (N-Ire), is also the former President of the Chamber of Commerce in Londonderry. From this position, he is well placed to provide an overview of market trends and drivers on both sides of the UK/Irish border.
- 11.20** **European Label Market Update**
Jules Lejeune, Managing Director of FINAT (EU), will present FINAT's annual market review containing data from the labelstock statistics as well as the half-yearly FINAT Radar reports.
- 11.40** **Remapping the increasingly wider world of labels & packaging - general overview of the current and future landscape**
Andy Thomas, Strategic Director at Tarsus Labels & Packaging Group (UK), explains how the scope of the labels and packaging world has been evolving over time and presents an outlook for the coming 3-5 years.
- 12.00** **Liberate the true value in digital packaging**
Keran Turakhia, author of "if packaging could talk", Director of Hive IP Ltd and founder of iPackaging Expertise Ltd, has been in the packaging industry all his life. His new book covers market evidence from over 300 market case studies showing how 'digital' can be translated into real value for FMCG brands. Labels' main problem is that they are seen as a cost center and not a revenue generator. With some disruptive thinking and lots of market evidence Keran has a methodology to show printers and their brands how to "discover the hidden value in packaging".

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12.30

Panel discussion

Marc Büttgenbach (rlc packaging, D) will moderate a panel of experts reflecting on the strategic topics and learning points addressed this morning. He will ask the panelists on the market trends in Ireland and U.K., the current market situation, labels and packaging forming more and more a unit, and labels being a revenue generator instead of a cost center and challenge them to think out-of-the-box instead of rethinking old existing frames.



13.00 – 14.30 LUNCH and B2B NETWORKING

SESSION 3 PARALLEL BUSINESS LEARNING SESSIONS

The afternoon of the first day of FINAT's ELF will be dedicated to business learning, featuring two rounds of three interactive, 'hands-on' parallel learning sessions. Each round, delegates will be able to choose between three topics, one focusing on (digital) label printing technology issues, another one on brand protection and company branding, and a third one on product compliance issues. Each session will allow for Q&A to enable the sharing of first hand know-how and experience.



STREAM 1 LABEL PRINTING TECHNOLOGY ISSUES

14.30

'Going Digital', challenges and opportunities from both the converter and brand-owner perspective

STREAM 2 BUSINESS DEVELOPMENT AND MARKETING

14.30

Brand Protection, Product Authentication and Similar Issues

STREAM 3 PRODUCT COMPLIANCE

14.30

The wider world of labels and flexible packaging: food safety and migration issues

Jennifer Dochstader and David Walsh, LPC Inc. (USA/UK) provide an update of the findings of the FINAT-commissioned report about the state of affairs in digital label printing and will release new data and information about digital labels from a European brand perspective. While the FINAT report focused primarily on converter findings, brands have their own 'digital label story' to tell and during this session, findings will be revealed from a recent FINAT brand owner survey and feedback from extensive interviews and discussions directly with the people who procure and source labels.

James Bevan, Founder and Director of Vandagraf (UK), the consulting house specialized in security brand protection, anti-counterfeit markets and technologies, specifically in relation to packaging and labels. James will cover the latest trends and developments as well as interesting case studies in his field of expertise. Focus in this session will be on taggants / forensic markers and connected packaging (NFC).

3 wise guys ... A Panel of experts consisting of converter **Jakob Abildgaard** (Dan Labels - Flexible division, DK), **Robert Rae** (GEW, UK) and **Niklas Olsson** (Flint Group Narrow Web, SE) will share the benefits of expanding your market scope, showcasing the capabilities of narrow-web converting for indirect food packaging. The presentation will also clarify the legislative demands that are in place across Europe for labels in various segments, provide guidance and update on the latest technologies for UV curing that every label printer could benefit from.

15.30 COFFEE BREAK, opportunity to choose different stream

STREAM 1 LABEL PRINTING TECHNOLOGY ISSUES

16.00

The Total Cost of Ownership of Alternative Label Printing Technologies

Sean Smyth, Print Consultant at Smithers Pira (UK), shares the results of Smithers Pira's latest research into future label markets and analyses the different cost structures of narrow web flexo, liquid and dry toner printing, inkjet and also hybrid flexo/inkjet systems. Their cost model is widely used in determining which press is most suited to a particular business. It compares the direct costs for the competing technologies, such as capital cost, labour, shift patterns, energy, consumables, label stock, set-up costs (including re-usable plates and mounting) press speed, finishing

STREAM 2 BUSINESS DEVELOPMENT AND MARKETING

16.00

How to measure ROI to improve results in B2B (content)marketing?

Bert van Loon, Business Marketing Strategist (NL) will describe the rapidly changing landscape of (online) B2B marketing. It becomes more content-driven, more technology driven and more measurable. We tell ourselves that online marketing is 'free', as no one charges you to hit the upload button in YouTube, or to create a company page on LinkedIn. However, the efforts needed to create impactful content and distribute it successfully are substantial, making measurement essential. Bert will guide you through modern ROI methods for marketing that will enable you to improve

STREAM 3 PRODUCT COMPLIANCE

16.00

EU falsified Medicines Directive - How to implement serialization and tamper evidence?

Dieter Moessler, Project Engineer Pharma at pharmaceutical cartonboard packaging specialist Edelmann (D). Directive 2011/62/EU, amending Directive 2001/83/EC is commonly referred to as the "Falsified Medicines Directive" (FMD). Starting 9 February 2019, generally prescription drug medicines in the EU/EEA will have to be equipped with two safety features: 1) a unique identifier, which is a serialized data-matrix code with human readable information, and 2) a so called anti tampering device / tamper verification feature (not specified). The FMD will affect approx. 10.5 million

and the specification of the label to show how machine developers are looking to position their equipment in a continuously-changing competitive landscape.

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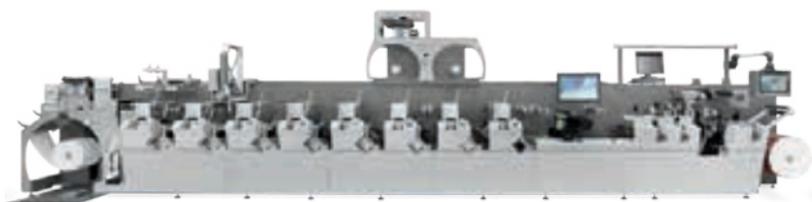
medicinal products a year in the EU/EEA. Dieter will address questions related to the EU-Falsified Medicines Directive and the EU Delegated regulation, especially: what are the effects and consequences for our industry, and how label companies get prepared?

17.00 Closure of Day 1

19.00 Departure for networking dinner at the Guinness Storehouse (see page 37)



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SESSION 4 MANAGEMENT

09.00

How visionary organisations are redefining work and achieving greater success

FINAT's Radar has identified the recruitment and retention of young talent as one of the Top 3 challenges for European label companies. In this light, **Sarah Sladek, Founder of XYZ University (USA)**, will provide insights from 16 years of documented workforce and talent-development research, including her latest book 'Talent Generation'. The 21st century promises to deliver innovation, connectivity, and opportunity right to your company's doorstep. But on the people side, job descriptions are changing, job security is declining, employee turnover increasing, and Boomers are retiring. This has challenged businesses more than ever, as they struggle to stay relevant, to recruit and retain talent -- and in some cases, to survive. Sarah explains how businesses can successfully master the 'talent gap' and make smart, confident, future-focused workforce decisions.

10.00

NextGen Challenges for Label Converters in Europe

Many industries face the challenge of leadership continuity in SMEs. The 'label industry' is no exception. As a relatively young industry, the leadership pipeline change is a priority, not only for the individual companies but also for the structure and character of the industry as a whole. Lack of next generation SME leadership automatically means consolidation and affects the power balance in the industry vertical. The debate panel will consist of industry professionals with different perspectives (generation, company size, company ownership type etc.). The audience will be encouraged to participate in this dialogue about the future of our industry. The debate will be followed by the announcement of FINAT's 60th-anniversary project dedicated to the engagement of new talent in our industry.

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10.45 – 11.30 B2B & MEMBER-TO-MEMBER BREAK

- Coffee, B2B and M2M networking break
- Opportunity to visit the tabletop exhibition
- Establish or renew member-to-member contacts
- Meet with, discuss with and learn about latest innovations from top industry suppliers

SESSION 5 THE FUTURE

11.30

Guinness considerations on the path to 2020

Emma Rochford, Global Marketing Manager for Guinness and Kathryn Wilson, Design Lead for Guinness and Baileys at Diageo (IRE)

Participants will hear what's in Diageo's mind when thinking of labels and packaging, what they see as trends for the future, and what they expect from a labels and packaging supplier.

Emma Rochford is Global Marketing Manager for Guinness. She has spent the last five years working for Diageo in London working across Diageo's beer and spirits portfolios and has held account roles for Tesco, Morrison's, Co-op amongst other leading on and off-premise customers. Prior to this Emma spent four years in grocery & convenience retailing and procurement as a Trading Manager for Musgrave Retail Partners across the Irish and GB markets. During this time Emma worked with a mix of leading FMCG and SME food and non-food businesses.

Kathryn Wilson is Design Lead for Guinness and Baileys at Diageo. She was previously Creative Director at Slater Design. Kathryn has worked as a graphic designer in agencies in both London and Dublin – including Creative Inc. and The Brand Union. Over the course of her career, she has worked on projects for a diverse range of clients including Guinness, Saba, Dublin City Council, UCD, Glaxo Smith Kline, Ferrero Rocher, Electric Ireland, Croke Park, Rachel Khoo and The Bar of Northern Ireland. Kathryn's work has been published internationally in design books and online blogs.

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12.15

Eyes wide open - how to make smart decisions in a complex world?

Professor Noreena Hertz (UK) is a visionary economist, decision-making guru and author with an impressive track record in predicting global trends. She advised some of the world's leading political and business leaders on strategy, economic and geo-political risks, digital transformation, Generation K and millennials. Noreena commentates regularly in the US and Europe, both in print and on television and is frequently sought after as a keynote speaker. Her global reach is noted at TED, The World Economic Forum and Google Zeitgeist and she has shared platforms with luminaries such as President Bill Clinton and James Wolfensohn. Noreena is Visiting Professor at University College London as well as having held professorships and fellowships at world-leading Universities.

13.00 - 14.30 Closure of the ELF and lunch





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WEDNESDAY 6 JUNE 2018

08.00 – 16.00 FINAT-Nilpeter Golf Tournament



Golfers of all skill levels will find enjoyment and challenge on the well-designed 18-hole championship course. This challenging course is set amidst thousands of mature trees that boast a variety of colour throughout all four seasons, and each hole has its own individual charm. The 7,419 yard Palmerstown House Estate's Course presents players with feelings of tradition, excellence and quality.

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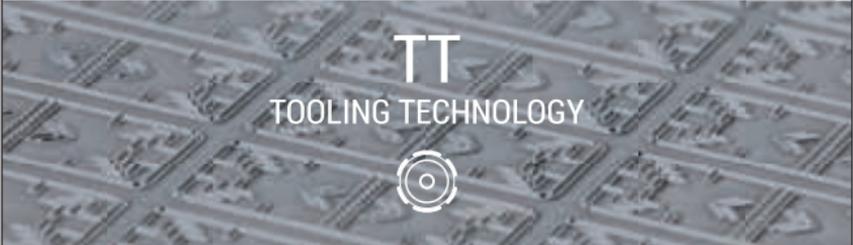
18.30 Cocktails and opening of the FINAT Tabletop

19.30 FINAT Awards Ceremony

20.00 Dinner at the Citywest



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09.00 – 17.00 Partner excursion: The spirit of Dublin tour

Discover the origins of the Irish, and what makes the Irish such high spirited people. The guided tour (by bus and on foot) will take you through Dublin where you will see some of the main attractions of the city: Christ Church Cathedral, St. Patrick's Cathedral, EPIC, Trinity College Old Library, Dublin Castle, the statue of Molly Malone, Temple Bar area, Teeling Whiskey Distillery, etc. Lunch will be served at Cleaver East.

Visits are planned at:

EPIC – the Irish immigration museum



EPIC The Irish Emigration Museum is a state-of-the-art interactive experience located in the beautiful vaults of the 1820 Custom House Quarter building in

Dublin's Docklands, the original departure point for so many of Ireland's emigrants. It will inspire and guide you on a journey to discover the stories of Irish emigration around the world, from early times to the modern day. Over the centuries, some 10 million people have left the island of Ireland. At EPIC you can step through 20 themed galleries to find out why people left, see how they influenced the world they found, and experience the links and cultural connection between their descendants and Ireland today.

https://epicchq.com/?utm_source=mybusiness&utm_medium=organic

Trinity College: the Old Library and the Book of Kells

Located in the heart of Dublin City, a walk through the cobbled stones of Trinity College Dublin will bring visitors back to the 18th century, when the magnificent Old Library building was constructed. It is the largest library in Ireland and, as a legal deposit or "copyright library", it has rights to receive material published in the Republic of Ireland

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<http://www.tcd.ie/library/old-library/>

Temple Bar area

The Temple Bar area is a square on the south bank of the River Liffey with off-shooting streets and narrow laneways. They're lined with boutiques, cafes, galleries and pubs, and at any time of year, packed with culture-vultures and party-seekers. It's the city's playground, and it has a lot going on.

Cleaver East



Cleaver East, by Oliver Dunne and Cleaver East Suites, is situated in the popular Temple Bar area. The mens feature the very best in Irish and European cuisine with an emphasis on high quality, locally sourced ingredients.

<http://cleavereast.ie/home/>

St. Patrick's cathedral

Saint Patrick's Cathedral has been part of Ireland's history for over 800 years and today is one of the most popular visitor attractions in Dublin. Built in honour of Ireland's patron saint between 1220 and 1260 Saint Patrick's Cathedral offers visitors a rich and compelling cultural experience and is one of the few



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buildings left from medieval Dublin. It is the National Cathedral of the Church of Ireland and is the largest Cathedral in the country. Jonathan Swift, author of *Gulliver's Travels*, was Dean of Saint Patrick's Cathedral in the 1700s and he is one of many burials on site. The Cathedral is world famous for its choir which still performs daily during school term and in recent years the Lady Chapel, dating from 1270, has been restored to its original glory and a new exhibition called *Lives Remembered* has opened which includes a specially commissioned tree sculpture and marks the centenary of World War 1.
<https://www.stpatrickscathedral.ie/>

Teeling Whiskey Distillery



The Teeling Whiskey Distillery is the first new distillery in Dublin in over 125 years and brings the craft of distilling back into the very heart of Dublin city centre. Located in an ancient market square called Newmarket in the heart of the Liberties of Dublin, an area long associated with brewing and distilling, the new distillery is a three copper pot still operation reviving the traditional style of Dublin whiskey distillation. The distillery allows you to come see, smell and experience a real operational distillery and interact with the people making Teeling whiskey.
<https://teelingdistillery.com/>

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19.00 – 24.00 **Dinner and entertainment at the Guinness Storehouse**

Located in the heart of the legendary St. James's Gate Brewery in Dublin, this production site has been home to the Guinness Brewery since 1759, when Arthur Guinness signed a lease for 9,000 years. The Guinness Storehouse building dates back to 1904 and is built in the style of the Chicago School of Architecture. It was once the fermentation plant of the brewery and is now a seven-storey visitor experience dedicated to the history of the making of this world famous beer.



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The Guinness Storehouse is the Home of Guinness, where you will discover what goes into the making of each and every pint, and learn about the incredible brand history stretching over 250 years.

Ireland's number one International Visitor Attraction unfolds its tale across seven floors shaped around a giant pint, which, if filled would contain 14.3 million pints of Guinness. Here, you can experience Guinness like nowhere else. As you make your way through the impressive storehouse, discover the age-old art of brewing that makes Guinness so distinctive; visit the Tasting rooms, a multisensory tasting experience designed to help you appreciate the distinctive taste of the iconic stout, from the very first velvet sip to the last lingering drop.

<https://www.guinness-storehouse.com/en>

Enjoy your evening and dinner while listening to Irish music, and experience the spirited folklore and dancing.



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09.00 – 14.00 Partner excursion: Thrilling Tour to Malahide Castle, Gardens & Village

This tour will take you back in time, almost to the 12th century. Experience the visit of the enchanting (or haunted?) Malahide Castle, botanical gardens & the coastal village. In Malahide village you will have time for a stroll. Lunch will be served at Bon Appétit Restaurant. You will be back at the Citywest hotel at 14.00.

Malahide Castle



Malahide Castle has a long and rich history and played a central role in Medieval Irish history. The oldest parts of the castle date back to the 12th century. The building was notably enlarged in the reign of Edward IV, and the towers added circa 1600-1650. The estate survived such losses as the Battle of the Boyne and the Penal Laws. It was home to the Talbot family for almost 800 years (1185 to 1975). In 1975, the castle was sold to the Irish estate to help fund the taxes. Most of the castle's contents were sold to the public but some of them were retrieved.

On the other hand, the castle has also a very long and sometimes, dark history which has contributed much to its haunted reputation. It is said that it has at least five ghosts. Whether or not these spirits will show themselves during your visit remains to be seen.

The Botanical Gardens

The ornamental gardens adjoining the castle cover an area of about 22 acres and were largely created by Lord Milo Talbot. He was an enthusiastic plant collector who brought specimens from around the world to create

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'No one size fits all - Digital label printing technologies'
panther.xeikon.com

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the gardens there; he also re-landscaped the grounds to dramatic effect. In all, there are approximately 5000 different species and varieties of plants present.

<https://www.malahidecastleandgardens.ie/>

Malahide (Mullagh h-Ide) Village



From its early beginnings as an agricultural, maritime and industrial centre, Malahide has developed into a modern, progressive town. While retaining its 'village' atmosphere in the centre of the town, Malahide has established a reputation as one of Dublin's most desirable places to live and visit.

This charming village boasts a collection of award winning bars, restaurants, cafes, boutiques, gift shops and is a captivating blend of traditional and modern. Malahide has also acquired a reputation as the gourmet capital of the East Coast, with an array of restaurants noted for the quality and variety of their food representing many nationalities.

<http://www.enjoymalahide.com/home/all-about-malahide/malahide-a-brief-history/>

Bon Appétit Restaurant

Bon Appétit is a contemporary restaurant, owned by Oliver Dunne, and located in a classy Georgian townhouse, offering the very best of modern Irish and European cuisine.

<http://oliverdunnerestaurants.com/>

<http://www.bonappetit.ie/home/>



Gallery of nominated entries

Company	Country	Title label	Printing process
GROUP A: MARKETING/END-USES			
Category A1: Wines			
Etiketten CARINI	Austria	Bickensohler MYSTERIOUS Red	Litho
MCC Label Paarl South Africa	South Africa	Cambalala Sauvignon Blanc	Flexo
Multi-Color Corporation Australia	Australia	The Barossan Shiraz	Litho
Multi-Color Corporation	USA	Octopoda Cabernet Franc	Digital
Multi-Color Corporation	USA	Outcast The Mindset	Digital
Multi-Color Corporation	USA	Tin Star Cabernet Sauvignon	Digital
Multi-Color Corporation North America Wine and Spirits	USA	Borne of Fire Cabernet Sauvignon	Litho
Multi-Color Corporation North America Wine and Spirits	USA	Rodney Strong Sonoma Vineyards	Litho
Multi-Color Corporation North America Wine and Spirits	USA	Freelance Wines	Litho
Multi-Color Corporation North America Wine and Spirits	USA	Hertelendy Chardonnay	Litho/Screen
Multi-Color Corporation Wales	UK	Geyser Peak	Digital/Flexo/Screen
Nuceria Group	Italy	Tontiwine	Screen

Category A2: Alcoholic Drinks

Amberley Adhesive Labels	United Kingdom	9 Moons Special Cask Reserve Gin	Digital
Çiftsan Etiket Ambalaj San. Ve Tic. Ltd. Şti.	Turkey	Night Kosmos Vodka	Digital /Screen
Gietz AG	Switzerland	Gietz Whisky	Digital
Kolibri Labels BV	The Netherlands	Tabu Absinth Classic	Letterpress /Screen
Multi-Color Corporation Australia	Australia	Archie Rose - Horisumi	Digital
Multi-Color Corporation Australia	Australia	Mr Black Coffee Amaro	Litho
Skanem Poznań Sp. z o.o.	Poland	Republica Black	Flexo/Screen

Category A3: Non-alcoholic Drinks

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Turkey	Nishman Recover Sports Drink	Digital/Screen
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Turkey	Souver Drinking Water with minerals	Digital/Screen
Doga Etiket ve Ambalaj San. Tic A.Ş.	Turkey	Fuska Natural Mineral Water	Flexo
Skanem Skurup AB	Sweden	Foodie Havtorn Eko 250 ml	Digital

Category A4: Food Products

Cabas S.A.	Greece	Foods Cross Greek Thyme Honey	Letterpress
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Turkey	Koska Strawberry Preserves	Digital/Screen
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Turkey	Shana Sourcherry Jam	Digital/Screen
Doga Etiket ve Ambalaj San. Tic A.Ş.	Turkey	Tirilyeden Zeytinyagi	Digital
Kimoha Entrepreneurs Ltd	UAE	Organic Wheatgrass Powder	Flexo
Letra Graphix Pvt. Ltd.	India	Delight Nuts Peanut Butter 340g Crunchy	Flexo
Skanem Skurup AB	Sweden	Orange Marmelade Pöitsamaa 425 g	Flexo

Skanem Skurup AB Stratus Packaging	Sweden France	Sunshine Chili 1 l La Sauce de Monin - Milk Chocolate flavoured sauce	Digital Flexo
Category A5: Personal Stratus Packaging Stratus Packaging	France France	1'M Unique Origine France	Digital Digital
Category A6: Household Skanem Liverpool Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti Desmedt Labels	United Kingdom Turkey Belgium	1.4 Ltr Dero Secret Garden Lavender Mallochesca Kids Laundry Detergent Ecover Universal Waschmittel Hibiskus & Jasmin	Litho Digital/Screen Flexo
Kimoha Entrepreneurs Ltd Desmedt Labels Skanem Skurup AB	UAE Belgium Sweden	Parin Disinfectant New Year Honey Pírkkka Softener Tropical Fruits	Flexo Flexo Digital
Category A7: Industrial Doga Etiket ve Ambalaj San. Tic A.Ş.	Turkey	Beko Frost Free	Digital

Category A8: Automotive

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti
 Kimoha Entrepreneurs Ltd.
 Skanem Interlabels Industries Pvt. Ltd

Turkey
 UAE
 India

Nishman Wheel & Tire Cleaner
 Active CVT Fluid
 Castrol Magnatec Non-stop protection from every start
 Flexo/Screen

Digital/Screen
 Flexo
 Flexo/Screen

Category A9: Cosmetics

Azimet NPC NT Ltd.
 Azimet NPC NT Ltd.
 Azimet NPC NT Ltd.
 Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti
 Germark, S.A.

Russia
 Russia
 Russia
 Turkey
 Spain

Spaquatoria: Milk Dew
 Zeitun: leave-in hair care cream
 Zeitun: Natural flower water
 Eyüp Sabri Tuncer Olive Oil Shower Gel
 Mask Shikiso Color and Highlights Protection UV Rays

Digital/Offset
 Digital/Offset
 Digital/Offset/Inkjet
 Digital/Screen
 Digital/Flexo/Screen

Germark, S.A.
 Letra Graphix Pvt Ltd

Spain
 India

Zara Home - Red Berries
 Ossum Perfumed Body Mist 115ml – Pleasure
 Flexo/Screen

Digital/Screen
 Digital/Screen
 Flexo/Screen

Category A10: Pharmaceutical

Kwality Offset Printers
 Kimoha Entrepreneurs Ltd
 Letra Graphix Pvt. Ltd.

India
 UAE
 India

Pre-Workout 300
 Mint-Pregabalin 75mg 100 cap - Mint Pharma - 20012213
 Label with 10 detachable parts

Digital
 Bromol Flexo
 Flexo
 Screen

Schreiner Group GmbH & Co. KG

Germany

Screen

Category A11: Security

Kimoha Enterpreneurs Ltd	UAE	Diesel Tech	Flexo
Doga Etiket ve Ambalaj San. Tic A.Ş.	Turkey	Kinder Süt Dilimi	Digital
Holostik India Limited	India	Diamond Relief Label	Litho
Schreiner Group GmbH & Co. KG	Germany	ChipSensor Protection Film	Letterpress

Category A12: Booklets

Etivoet	Belgium	La Lorraine Cougnou frais	Flexo
Skaniem Skurup AB	Sweden	Knorr BE Chicken Bottom label 150 ml	Flexo

Category A13: Promotional Coupons

Kimoha Enterpreneurs Ltd	UAE	All time best seller	Digital
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Category A14: Self-promotional Labels

Azimut NPC NT Ltd.	Russia	Dark chocolate	Digital
August Faller GmbH und Co. KG	Germany	TE(A)-Box	Digital/Flexo/Litho
Azimut NPC NT Ltd	Russia	Chinese tea	Digital/Offset
Marzek Etiketten + Packaging	Austria	Marzek Leporello Eigenwerbung	Digital

Category A15: Sets of Labels

Azımut NPC NT Ltd.					
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Russia	Cocktails E-liquids		Digital	
InForm Etiketler GmbH & Co. KG	Turkey	Vasso Evolution Hipster Conditioner-Pre Shave Oil- Shampoo		Screen	
KDS Sp. z o.o. Sp. k.	Germany	NJU Korn		Offset	
Kimoha Entrepreneurs Ltd	Poland	PEEL-OFF Series of an animal's alphabet labels		Flexo	
Marzek Etiketler + Packaging	UAE	Oriental Golden Hours		Digital	
Marzek Etiketler + Packaging	Austria	Holy Gin		Digital	
Marzek Etiketler + Packaging	Austria	HISS Der Wein vom Kaiserstuhl		Digital	
Marzek Etiketler + Packaging	Austria	Kattus Klassik Cuvée Nr. 1 und Cuvée Rosé		Litho/Offset	
Marzek Etiketler + Packaging	Austria	Sir Lady burgenland		Offset	
Multi-Color Corporation Wales	United Kingdom	Fuller's & Friends		Digital	
Multi-Color Corporation Wales	United Kingdom	Johnnie Walker Black Label – Storyline Edition		Digital	
Category A16: Tags/Labels					
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti	Turkey	Eyüp Sabri Tuncer Toothpaste Tube		Digital/Screen	
Holostik India Ltd.	India	Glucose D		Flexo	
Kimoha Entrepreneurs Ltd	UAE	VOD Dubai		Digital	

GROUP B: PRINTING PROCESSES

Category B1: Flexography

DGS Baski Teknolojileri A.Ş.
DGS Baski Teknolojileri A.Ş.
Doga Etiket ve Ambalaj San. Tic A.Ş.
Kimoha Entrepreneurs Ltd

Turkey
Turkey
Turkey
UAE

3-S Mühendislik Potenza TD 15W40
Anlas Anadolu Lastik Capra Extreme
Fuska Dogal Kaynak Suyu
WaveRider-s 10W-40 Gasoline Engine Oil

Flexo
Flexo
Flexo
Flexo

Category B2: Rotary Letterpress

Cabas S.A.
Cabas S.A.
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti

Greece
Greece
Turkey

Cretan Nectar - White Balsamic Vinegar with Mustard & Honey
Ouzo Plomariou
Nishshe Makeup Remover

Letterpress
Letterpress
Letterpress

Category B3: Screen Printing

Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti
Stratus Packaging

Turkey
France

BCCA Train +Recover Sports Supplement
Jeremy Lin for Her

Screen
Screen

Category B5: Combination Printing

Azimet NPC NT Ltd.
Çiftsan Etiket Ambalaj San.ve Tic.Ltd.Şti
InForm Etiketten GmbH & Co. KG

Russia
Turkey
Germany

Red King Crab
Eyüp Sabri Tuncer Coconut Lotion
Spirituosenausstattung Edelbrand Liebl

Digital/Offset
Digital/Screen
Digital/Offset printing/
Thermal transfer printing

Multi-Color Corporation North America Wine and Spirits
USA The Countess Walewska Vodka
Multi-Color Corporation Wales United Kingdom Desperados DOS Flexo/Screen
Flexo/Screen

Category B6: Gravure

Multi-Color Corporation Wales United Kingdom Farris Bris Mango & Papaya Gravure
Multi-Color Corporation Wales United Kingdom Chaudfontaine Sparkling Gravure
Multi-Colour Corporation United Kingdom Newcastle Brown Ale Gravure

GROUP C: NON-ADHESIVE APPLICATIONS

Category C1: Sleeves

Doga Etiket ve Ambalaj San. Tic A.Ş. Turkey Coca Cola Avengers Digital
Doga Etiket ve Ambalaj San. Tic A.Ş. Turkey Coca Cola Woman's Day Digital
Doga Etiket ve Ambalaj San. Tic A.Ş. Turkey Nutella Digital
IPE Industria Gráfica S.L.U. Spain Maxim's Noel 2017 Champagne Flexo
Kimoha Entrepreneurs Ltd UAE Hummus Sauce Flexo
Kimoha Entrepreneurs Ltd UAE Sublim Eclat Clarifiant Gommage Exfoliant Digital
Stratus Packaging France Little Monster Digital

GROUP D: INNOVATION AND ELECTRONIC PRINTING

Category D1: Innovation

Etivoet	Belgium	Korus Blonde	Digital
Germark A.S.	Spain	RFID Chassis Automotive	Flexo
Kimoha Entrepreneurs Ltd	UAE	Protec green 5W-40 makeover label	Digital/Flexo
Schreiner Group GmbH & Co. KG	Germany	Incontinence Sensor	Screen
Schreiner Group GmbH & Co. KG	Germany	Color Laser Film with a Fingerprint	Flexo

GROUP E: DIGITAL

Category E1: Toner Technology

Çiftsan Eketet Ambalaj San.ve Tic.Ltd.Şti	Turkey	Lina Spiderman Body Lotion	Digital/Screen
Etiketten CARINI	Austria	Lemberger Gin	Digital
Etiketten CARINI	Austria	Felsengartenkellerei Riesling Senf	Digital
Kwality Offset Printers	India	Whey Gold	Digital
schäfer-etiketten GmbH & Co.KG	Germany	Wella Professionals Ocean Spritz Love Edition	Digital/Flexo

LECTURERS AND MODERATORS



Jakob Abildgaard (Denmark) Dan Labels (Flexible Division)



James Bevan (United Kingdom) Vandagraf



Marc Büttgenbach (Germany) RLC Packaging



Alastair Campbell (United Kingdom) Speakers Corner Limited



Jennifer Dochstader (USA) LPC Inc.



Noreena Hertz (United Kingdom) Celebrity Speakers Ltd.



Gavin Killeen (Northern Ireland) Nuprint Technologies Ltd.



Jules Lejeune (The Netherlands) FINAT



Dieter Mössner (Germany) Edelmann GmbH



Niklas Olsson (Sweden)

Flint Group Narrow Web



Robert Rae (United Kingdom)

GEW (EC) Limited



Emma Rochford (Ireland)

Guinness



Sarah Sladek (USA)

XYZ University



Sean Smyth (United Kingdom)

Smithers Pira



Andy Thomas-Emans (United Kingdom) Tarsus Labels Division



Keran Thurakhia (United Kingdom)

iPackaging ExpertiseLtd.



Bert van Loon (The Netherlands)

Independent Strategist



David Walsh (United Kingdom)

LPC Inc.



Kathryn Wilson (Ireland)

Diageo



James Bevan: Connected Packaging

A number of functionalities may be envisaged with NFC technology with connected packaging, with 'consumer engagement' looking especially interesting. The 2 key features offered by on-packaging / labels NFC tags are unique ID and gateway to the internet.

And from these 2 features operating separately or together open the door to a multitude of possibilities.

Consumer engagement has tremendous potential for brand owners and may be exploited in a wide variety of known and tried ways. Reinforcing and enhancing the ongoing relationship between brand and consumer with measurable ROI.

Of course, none of this was ever remotely possible with traditional marketing techniques.

Key Drivers – Convergence of Major Technologies – Tipping Point

There is a marked uplift in prospects of smartphone-enabled NFC 'internet gateway' devices with technology developments. With a number of factors are converging to facilitate the take up of consumer engagement and mobile marketing, driven by:

- The fast emerging Internet of Things (IoT) with respect to enabled item-level packaging & labels with unique IDs that can open direct 'Gateways' to the Internet
- The reality & prospects of substantially lower unit cost 'radio-electronic' devices thanks to the imminent commercialisation of printed electronics
- The viability of NFC enabled smartphones to read NFC tags is already well established today
- All this is underpinned by Big Data & Analytics with all the benefits that this capability brings.

A key driver in this powerful trend (whether NFC reader or camera-enabled) is the continuing meteoric rise of the smartphone, and evolution of the worldwide smartphone installed base at some 2 billion in 2017 and forecast to grow at around 13% year-on-year over the next 5 years to 2022 – And today the vast majority of consumers have a smartphone with them at all times.



Jennifer Dochstader: Skeptical? Optimistic? Pessimistic? In 2018, how do Brands and Label Buyers Really Feel about Digitally Printed Labels?

In 1995, the first digital label production presses were featured at DRUPA. Over the last two decades, the market value of digitally-printed labels has climbed to make up more than 10% of Europe's total label industry. Digitally-printed label market share continues to grow however not all packaging buyers perceive the technology in the same way.

We have seen claims in the media about how brands and packaging buyers are aggressively pulling digital label production up the European supply chain. We read about how some brands are demanding that portions of their delivered labels be printed on digital presses. However, is this really the case? And is it the majority of packaging buyers who might be doing this or is it actually a small percentage?

When it comes to sourcing digital labels and the perception of whether digitally-printed labels truly offer value, brands and label buyers can have very different opinions. During our presentation at the FINAT European Label Forum, LPC will discuss the different types of label buyers out there when it comes to demanding (or not) digitally-printed labels from their label vendors.

Brands have their own stories to tell and we will feature specific case studies that outline how some brands have capitalized on the advantages of digital, while others consider their digital campaigns unsuccessful and remain skeptical of the technology's benefits to their overall printed packaging mix. LPC's presentation will deliver an overall picture of digital across the European label market in addition to challenges and opportunities from the perspective of both the label buyer and the label converter.



Gavin Killeen: The single most surprising factors of print technology success stories in Ireland

The most surprising factor in the success of label printing in Ireland is that it is not a surprise. As a race Irish people have always shown a capacity for creativity and resourcefulness: from the invention of colour photography, the ejector seat and the Ferguson tractor to the discovery of a cure for leprosy and of pulsar stars. Why then would we wonder that our label printing industry is one of the most

vibrant and innovative in Europe? The challenges facing the print industry in the island of Ireland and the impact of Brexit seem to pale by comparison.

In my career as Managing Director of Nuprint, I have led the company through a period of unprecedented change. In my talk, I will summarise our journey from the collapse of the clothing industry in the North through to the internet of things, plastic waste reduction and increasing regulation in every aspect of our business.

Added to this will be our perspective on Brexit from the point of view of a label manufacturer based right on the border and working mainly with the agri-food sector. I look forward to meeting you all at FINAT in June.



Dieter Moessner: Two opportunities and one challenge of the EU falsified Medicines Directive for Label Printers

Starting 9 February 2019 Directive 2011/62/EU, amending Directive 2001/83/EC, commonly referred to as the “Falsified Medicines Directive” (FMD) will generally

require that prescription drug medicines in the EU/EEA will have to be equipped with two safety features: 1) a unique identifier, which is a serialized data-matrix code with human readable information, and 2) a so-called anti-tampering device/tamper verification feature (not specified). The FMD will affect approx. 10.5 million medicinal products a year in the EU/EEA.

**Picture of serialization barcodes,
<http://pharmaceuticalcommerce.com>**

So for pharmaceutical manufacturers and their packaging producers it is a technical solution to provide a) the unique identifier as serialized data-matrix code with human readable information on a label and b) to provide the anti-tampering device / tamper verification feature by means of a tamper evident label to the packaging of a finished medicinal product in order to be compliant to the regulation. So these two safety features would be two opportunities for Label Printers to enlarge their portfolio.

But the EU-Commission in version 9 of their “QUESTIONS AND ANSWERS paper of the EU-Commission on the SAFETY FEATURES FOR MEDICINAL PRODUCTS FOR HUMAN USE” from February 2018 states that the use of stickers to carry the unique identifier is generally not accepted and may only be accepted in exceptional, justified circumstances. So the

technical option and opportunity to mark the packaging of a finished medicinal product with a label that contains the unique identifier is now challenged. Pharmaceutical companies and industry associations have approached the EU-Commission to change their viewpoint on this issue. Hopefully, this challenge will be overcome in the near future.

Dieter Moessner, Project Engineer Pharma at pharmaceutical carton board packaging specialist Edelmann (D) will speak on the "EU Falsified Medicines Directive – How to implement serialization and tamper evidence?" at the EUROPEAN LABEL FORUM 2018 in Dublin on 7th June 2018.



Sarah Sladek: How businesses can successfully master the 'talent gap' in their company; 10 questions to find that gap in your company

A few years after the idea of ranking web pages by their inbound links came to Larry Page in a dream, the founder of

Google wrote down his five rules for management. He was in his twenties at the time. Rule #4 was this: Ideas are more important than age. Just because someone is junior doesn't mean they don't deserve respect and cooperation.

This focus on ideas and the empowerment of younger generations had never existed before. Suddenly, it became apparent that young people have valuable skills and talent to offer. Add in technology, and an entirely new economy emerges –the Talent Economy, an era driven by a collaborative, innovative, mobile, on-demand workforce fueled by ideas and information.

Millennials (ages 23-36 in 2018) are the first generation of this Post-Industrial Era. As a result, they will struggle to comprehend why the bylaws can't be changed, why decisions can't be made on the fly, why they can't have a seat at the decision-making table, and why it's always been done 'that way'.

This generation is now the majority of the workforce, outnumbering even the Baby Boomer generation, and will represent 75 percent of the global workforce by 2025. Knowing what this emerging market needs and values most is critical to your organization's success.

However, engaging this generation of employees has become a difficult, if not impossible feat. XYZ University's research of U.S. Millennials reveals they have spent more time than other generations exploring careers and opportunities for

advancement for two key reasons:

1. They are searching for jobs that tap into their Post-Industrial values for education and collaboration; and
2. They are struggling financially, paying off student loans and seeking jobs that will allow them to support themselves financially.

The Deloitte Millennial Survey, which surveyed nearly 7,700 Millennials in 29 countries, revealed that 44 percent of this generation plans to leave their jobs within the next two years largely because:

1. Young professionals feel most businesses have no ambition beyond profit; and
2. Their leadership skills are not being fully developed by their current employer.

Let's face it. Few companies are powered by innovation in the same way as Google. Hence, we have a problem: an ever-widening gap between Industrial Era-managed companies and a Post Industrial-raised workforce.

The institutions we inherited were designed for the 20th century, and they are unable to cope in this era of disruption. Furthermore, today's workers don't want to work in organizations with clearly defined roles, organizational silos, top-down management, or predictability.

If organizations want to recruit and retain young professionals and compete in the Talent Economy, they will need to evolve. Question and challenge the status quo. Disrupt. Work in collaboration with young professionals to innovate and bring new solutions to the forefront.

The path that brought you here is not the path you will leave on. Here and now, ideas are more important than age and disruption is the norm. You can choose to see this as a great challenge, but I hope you will realize it as a great opportunity it is instead.

Mind the Gaps Quiz

Does your organization have what it takes to engage the next generation? Take this quick quiz to find out.

Our workforce/members/volunteers know our organization's purpose and why their participation matters.

True False

Most people would describe our organization as happy, welcoming, and fun.

True False

Younger people are frequently invited to share their opinions and ideas with the leadership team

True False

Our leadership team actively uses social media.

True False

We think and act fast as an organization.

True False

Most people would describe our leaders as innovative and inspiring.

True False

We allow employees time off for volunteering.

True False

Most people would describe our leaders as honest and trustworthy.

True False

We offer tuition reimbursement and scholarships to young people.

True False

We spend more time thinking about the future than the present or the past.

True False

If you answered false to any of the questions above, that likely represents a gap hindering your organization's ability to engage young talent.

Want to learn more about how visionary organisations are redefining work and achieving greater success? Make sure to join us at the European Label Forum for Sarah Sladek' presentation on Friday morning!



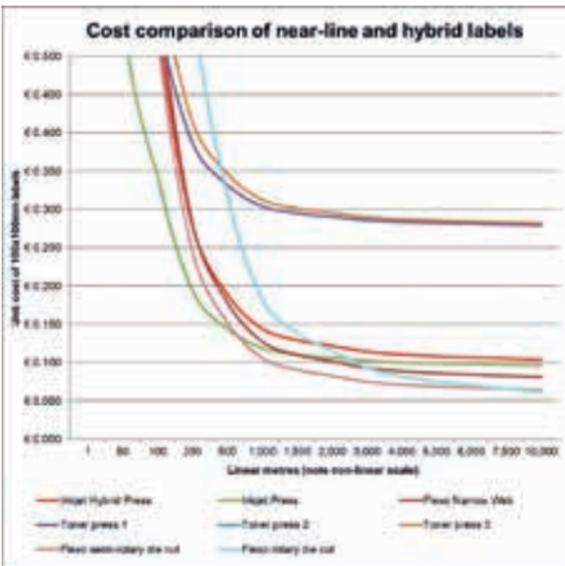
Sean Smyth: Common misconceptions of TcO in Alternative Label Printing Technologies

I enjoy visiting label converters, learning new things and seeing how different companies solve similar problems in very different ways that differentiate

companies. It gives the company its identity, often in the image of the owner, with great expertise on the processes employed. It is informative to talk to label people about their operations. Listening to their pride and enthusiasm of how they produce innovative, beautiful products. But (there's always a but) this leads to seeing the label world from their perspective and there are deep-rooted perceptions. Some may not be.

Cost of manufacture is one topic that cannot be a closed book. Too often the potential benefits of an alternative technology are ignored because the view of the capability is not properly known. It is difficult to really know the true cost of manufacture – it depends on workload as well as work mix and will vary – and when considering a new investment a particular technology may be discounted because of the perception of its cost, rather than what it really might be able to deliver for a business. It can be an easy choice to buy another machine, the latest model with shorter set-up time perhaps. But this may not be the choice that will deliver the most profit to a business over the life of the investment. Doing things differently: digital vs flexo; near-line or on-line finishing; hybrid flexo/inkjet capability will have different costs for a variety of label jobs. All are used successfully by different companies, meeting their customers demands.

Label technology is developing rapidly and this changes cost of manufacture, with the trend downward. Comparative cost models are useful tools that determine the most effective process to produce certain run lengths. Smithers Pira has developed a methodology used by machine producers as well as converters that identifies cost effective label printing technology, one result is shown in the figure below.



The key point about this approach is that the costs of production are changing constantly as technology develops. The trouble with having a fixed view of the world is you can miss opportunities. When a business ignores a method, they can be missing a huge opportunity to print their mix of work more effectively. When choosing a new machine don't ignore any available methodology, even the one that was not good enough quality or too expensive last year. This year it will be different!



Andy Thomas: The growing crossover between Labels and Flexible Packaging

In my presentation at FINAT ELF in Dublin, I will be looking in more detail at the growing links between labels and flexible packaging, and how label converters are well positioned to take a niche share of the fast-growing flexibles market.

There are several aspects to this. Most importantly, the dominant label converting technology – in-line combination presses – is today capable of printing both self-adhesive (supported) substrates and filmic (unsupported) substrates on the same press line.

Servo drive technology on web transport and print units, auto-registration and impression setting and the trend towards wider presses all make the handling of thin, heat-sensitive films possible while matching the larger format size required for flexible packaging.

Lecturers

Add to this the ability to add, in-line, processes like lamination and the hot air dryers required to handle solvent and water-based inks and coatings systems commonly used in the flexible packaging world.

Secondly, the trends in the flexible packaging market are all towards shorter runs. Flexpack buyers have traditionally been confronted with high (by label industry standards) minimum run lengths and delivery times stretching into months. This is simply because wide web CI and gravure presses entail high plate/cylinder costs, and relatively high material wastage during multiple changeovers.

The label converter, by contrast, is used to dealing with lead times of weeks, and even days, and is a specialist in fast changeovers with minimal waste.

The Achilles Heel of the narrow web industry as it moves into flexible packaging is the use of UV curing, which many buyers are not prepared to countenance because of historical worries about ink component migration.

So my presentation will look at the work of a new FINAT-supported group, UVFoodSafe, which aims to establish best practice in curing indirect food contact flexible packaging and labels

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